

## JOINT DECLARATION FOR PATENT APPLICATION

As the below named inventors, we hereby declare that:

Our residences, post office addresses and citizenship are as stated below next to our names:

We believe that we are the original, first and joint inventors of the subject matter which is claimed and for which a patent is sought on the invention entitled **SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING**, the specification of which

☐ is attached hereto.

☒ was filed on August 16, 1999 as Application Serial Number 09/375,234 and was amended on \_\_\_\_\_

(if applicable)

We hereby state that we have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to in this declaration.

We acknowledge the duty to disclose all information known to us to be material to the patentability of this application, as defined in 37 C.F.R. § 1.56.

We acknowledge the duty to disclose to the Office all information known to us to be material to patentability as defined in § 1.56, which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

## Prior Foreign Application(s)

We hereby claim foreign priority benefits under Title 35, United States Code, § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

| Country | Application Number | Date of Filing<br>(day, month, year) | Date of Issue<br>(day, month, year) | Priority Claimed<br>Under<br>35 U.S.C. 119               |
|---------|--------------------|--------------------------------------|-------------------------------------|--|
|         |                    |                                      |                                     | Yes <input type="checkbox"/> No <input type="checkbox"/> |
|         |                    |                                      |                                     | Yes <input type="checkbox"/> No <input type="checkbox"/> |
|         |                    |                                      |                                     | Yes <input type="checkbox"/> No <input type="checkbox"/> |
|         |                    |                                      |                                     | Yes <input type="checkbox"/> No <input type="checkbox"/> |

## Prior United States Application(s)

We hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, we acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

| Application Serial Number | Date of Filing<br>(day, month, year) | Status - Patented,<br>Pending, Abandoned |
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And we hereby appoint, both jointly and severally, as our attorneys with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith the following attorneys, their registration numbers being listed after their names:

Thomas J. Scott, Jr., Registration No. 27,836; Stanislaus Aksman, Registration No. 28,562; Kevin J. Dunleavy, Registration No. 32,024; James G. Gatto, Registration No. 32,694; Scott D. Balderston, Registration No. 35,436; Tyler S. Brown, Registration No. 36,465; Christopher C. Campbell, Registration No. 37,291; Henry C. Su, Registration No. 37,738; Brian M. Buroker, Registration No. 39,125; Thomas G. Woolston, Registration No. 40,235; Charles F. Hollis, Registration No. 40,650; Kevin T. Duncan, Registration No. 41,495; Jonathan D. Link, Registration No. 41,548; Christopher J. Cuneo, Registration No. 42,450; Stephen T. Schreiner, Registration No. 43,097; Raphael A. Valencia, Registration No. 43,216; and George B. Georgellis, Registration No. P43,632.

09/375,234-11901

All correspondence and telephone communications should be addressed to Hunton & Williams, 1900 K Street, N.W., Suite 1200, Washington, D.C. 20006-1109, telephone number (202) 955-1500, which is also the address and telephone number of each of the above listed attorneys.

We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Full Name of  
First InventorROTHMAN  
Family NameMichael  
First Given NameJ.  
Second Given Name

Residence 6 Tower Road, Hopewell Junction, New York 12533

Citizenship U.S.

Post Office  
Address Same as above

Signature \_\_\_\_\_

Date \_\_\_\_\_

Full Name of  
Second InventorWITSIL  
Family NameKathleen  
First Given NameH.  
Second Given Name

Residence 202 E. Hillendale Road, Kennett Square, Pennsylvania 19348

Citizenship U.S.

Post Office  
Address Same as above

Signature \_\_\_\_\_

Date 8/29/00

Full Name of  
Third InventorNANEK  
Family NameDavid  
First Given NameW.  
Second Given Name

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Citizenship U.S.A.

Post Office  
Address Same as above

HUNTON & WILLIAMS  
1900 K Street, N.W., Suite 1200  
Washington, D.C. 20006-1109  
Tel: (202) 955-1500

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Signature Michael Rothman

Date 3-1-00

Full Name of First Inventor **ROTHMAN** **Michael** **J.**  
Family Name First Given Name Second Given Name  
Residence **6 Tower Road, Hopewell Junction, New York 12533**  
Citizenship **U.S.**  
Post Office Address **Same as above**

Signature \_\_\_\_\_

Date \_\_\_\_\_

Full Name of Second Inventor **WITSIL** **Kathleen** **H.**  
Family Name First Given Name Second Given Name  
Residence **202 E. Hillendale Road, Kennett Square, Pennsylvania 19348**  
Citizenship **U.S.**  
Post Office Address **Same as above**

Signature \_\_\_\_\_

Date \_\_\_\_\_

Full Name of Third Inventor **NANEK** **David** **W.**  
Family Name First Given Name Second Given Name  
Residence **177 Ressique Street, Stormville, New York 12582**  
Citizenship **U.S.A.**  
Post Office Address **Same as above**

TELETYPE UNIT

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Family NameKathleen  
First Given NameH.  
Second Given Name

Residence 202 E. Hillendale Road, Kennett Square, Pennsylvania 19348

Citizenship U.S.

Post Office  
Address Same as aboveSignature David W. NarekDate March 2, 2000Full Name of  
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First Given NameW.  
Second Given Name

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